

# Win-Win License Negotiations TLOs Day 3

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# TYPES of University/Corporate Relationships

- Consulting.
- Research collaboration project to hunt for government money together.
- Equipment Donations, or Loans to campus.
- Company Sponsored and Funded Research Collaborations.
- Testing using Highly Specialized research equipment and expertise.
- Student internships in corporations or researchers on campus.

# Relationship Issues

- Clarity in writing of who does what, when
- Company to company interactions always based on same issues and financial costs covering direct costs and indirect costs (can be up to 150%).
- University needs to include its Indirect costs, but with Companies it may need a clear statement of the work to be done and the all-inclusive price or an all inclusive hourly rate.

# Licensing Term Sheet

- The Term sheet is a list of items to discuss to focus on closing a deal

# Win-Win Deals

- Mutual Benefit
- Mutual Discomfort
- It might be better to do a deal to see what happens, than reject a Deal, because it does not appear 'Good Enough' upfront.

# The Term Sheet (Details)

What are the difficult license Issues in Malaysian corporate discussions?

THANK YOU

Q & A

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